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ABSTRACT

This guide provides the highlights of a demonstration session on how to prepare a newsletter using Multiscribe and Appleworks, as well as suggestions for preparing other publications. It includes basic guidelines for preparing a newsletter; directions for using Multiscribe/Appleworks to produce a newsletter; a sample media center newsletter; guidelines for developing bookmarks and booklists, brochures, flyers/announcements, computer information sheets, a calendar of events, and handbooks; examples of materials produced for the media center at East Mecklenburg High School (North Carolina), including a computer information sheet and a calendar of events; and lists of selected sources of clip art and information on newsletters/media publications. (EW)

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START SPREADING THE NEWS . . .

PRESENTED BY
AUGIE E. BEASLEY AND CAROLYN G. PALMER
EAST MECKLENBURG HIGH SCHOOL

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SOMETHING ABOUT THE PRESENTERS

Augie E. Beasley and Carolyn G. Palmer are media specialists at East Mecklenburg High School, 6800 Monroe Road, Charlotte, North Carolina 28212 (704-343-6430). One of their favorite pastimes is exercising. Augie enjoys "eating his own words," and Carolyn loves "putting her foot in her mouth". They get a great deal of exercise doing both. Anyone who knows Augie realizes his favorite food is humble pie. Carolyn prefers eating crow. Augie spends a great deal of time on his knees--begging for money. Carolyn, on the other hand, spends her time keeping him in line. Like everyone, they have their down moments. When this happens, Augie grabs his gym bag and heads for the "Y". Carolyn grabs her charge card and heads for Ivey's.

They aren't exactly Bruce Willis and Cybil Shepherd. In fact, Augie likes to think of himself as the Arnold Schwarzenegger of the media world (See why humble pie is his favorite dish.). Carolyn has a lot in common with Dolly Pardon--they both grew up in Tennessee (The similarities end there.). All in all, they work well together. Augie has the brawn and Carolyn the brains. (Gee, I hope Augie doesn't proof this before it goes to the printer.)

##########

SESSION HIGHLIGHTS

During the session, Carolyn and Augie will cover basic ideas for doing a newsletter, using the computer to prepare it, and suggestions for other media publications. They will also perform such daredevil feats as turning on an overhead projector with one finger and talking while standing on two feet. Newsletters from North Carolina and other states will be on display. So if you are easily amused, give them a try. They promise handouts even if you do fall asleep.

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY
Carolyn G. Palmer
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IR013829

MEDIA PUBLICATIONS

BEST COPY AVAILABLE

A BASIC GUIDE FOR PREPARING A NEWSLETTER

Before you begin consider. . .

1. To whom will the newsletter be aimed--faculty, students, parents, etc.
2. How often will you publish? Weekly, monthly, etc.
3. How will you reproduce it?
4. How many copies will be needed?
5. What format will be used? Single sheet, Folded four-page style, etc. (8 1/2"x11'' or 11"x14") (One, two, or three columns)
6. Will you use a logo?
7. What will you call it? (Give it a catchy title.)

Gathering information. . .

A good suggestion is to prepare a folder for each month and as ideas surface drop them into the folder for the correct month. Include the following:

* AV hints
* Reminders of available services/equipment/materials
* New materials
* Highlight special events
* Offer production ideas
* Crossword puzzles
* Booklists or samplings from booklists that are available
* Clip art/cartoons
* Borders
* Dates to remember
* Special interest articles on censorship, copyright, Banned Books Week, etc.
* Recognition of faculty accomplishments
* Feature tips on creating learning centers, displays, easy bulletin boards, etc.
* Fillers
* Reminders of policies, procedures, etc. that pertain to media center use
* Favorite recipes

General hints. . .

1. Designing a stock masthead sheet will save in preparation time.
2. Keep the layout simple and clean.
3. Cut down on verbiage with short sentences.
4. Use clip art, graphics, and colored paper for attention getters.
5. Use humor to provide a light touch to articles-- Humor can get a point across without ruffling feathers.
6. Keep typeface clean.
7. Use rubber cement sparingly in the paste up-- Allows for easy layout changes.

Preparing copy. . .

1. Decide on margins and spacing before you begin.
2. Use a carbon, film, or mylar ribbon for photocopy or offset.
3. An electric typewriter with changeable elements is a good choice.
4. Keep keys clean.
5. To darken copy, roll a piece of carbon paper backed the wrong way against the typing paper.
6. If computers are your thing, use a word processing program for the copy. PRINT SHOP or MULTISCRIBE can help with graphics and headlines.

Headlines. . .

1. Use active voice and present tense.
2. Use short words.
3. Try to present the whole story.
4. Stick to one thought.
5. Use one type style.
6. Point size can be used to show the importance of the story.
7. To save space, use upper and lower case letters in heads.
8. Use a block style or other standard typeface for heads. They are easier to read than Old English.

9. Several ways to make headlines include:
   computer programs with different fonts
   typewriters with a bold type font
   headline making machine
   typesetting
   words cut from other publications
   transfer lettering
10. Place heads flush left.

Layout. .

Keep pages uncomplicated, simple, and clean.
Remember. . .
1. Use plenty of white space to provide a frame.
2. Keep related items together.
3. Use different size headlines to provide contrast.
4. Boxes and screens will call attention to items. They can be made using typewriters.
5. Keep short items in one area.
6. Use graphics only with a purpose in mind.

Pasteup. . .

Have available:
- Rubber cement
- A supply of borders, screens, etc.
- Pasteup sheet/board
- A plastic see-through triangle
- A non-reproduction blue pencil
- Sharp scissors
- Clean surface
- T square
- White typing correction fluid
- A sharp exacto knife
- Light table

Consider:
- Is each page complete with headlines, graphics, etc.?
- Is each page clean?
- Are all marks covered?
- Each part securely attached?
- Has all excess rubber cement been removed?

Graphics. . .

Helpful tips:

* Keep them simple.
* Use them to draw attention down the page and to the right.
* Make sure blacks are dense and complete. Use a pen to darken areas. This is especially true if making a photocopy.
* Lines and borders are great for highlighting text.
* Remember that you lose quality everytime you you reduce a graphic.

Production. . .

Types:

1. Mimeograph
2. Photocopy
3. Offset
4. Spirit duplicator
5. Commercial printer

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TOGETHER AGAIN

MULTISCRIBE/APPLEWORKS

Since MULTISCRIBE and APPLEWORKS allow you to save text as ASCII files, they can be used together to create attractive documents. If you are accustomed to using APPLEWORKS to produce documents, you can save them as ASCII files and then use MULTISCRIBE to add pizazz--vary the font, the size, the style, and/or format. Of course, MULTISCRIBE documents can also be saved as ASCII files; however, when they are saved in this manner, they lose those special features which you have created. For that reason, the following instructions apply to saving an APPLEWORKS document as an ASCII file. Then it can be used with MULTISCRIBE to add those special features mentioned and then save it as a MULTISCRIBE document file.

1. Load APPLEWORKS.
2. Select #5--Other Activities. Then format a disk. (Let's use the name AppleWorks3 for this disk.)

When the disk is successfully formatted

3. Return to main menu and choose #1--Add Files to the Desktop.
4. Use appropriate commands to add files or create a new file.
5. Once the document is prepared, use the print command (Open Apple P).
6. Select the option from the print menu "Printing from A Text (ASCII) File on Disk" and press return. This allows you to save your document as an ASCII file on the disk.
7. When asked for the pathname of the file, respond by entering the volume name (We used AppleWorks3) and the file name (Let's use Newsletter.) Therefore, we will enter /AppleWorks3/Newsletter (Make sure to use the slashes and no spaces.) and press return.
8. The drive 2 light will go on. That is the only indication that the process is being completed (The file cannot be viewed with APPLEWORKS normal list from the main menu. You can use the list option under the Other Activities menu.)
9. Now remove the APPLEWORKS disk and load MULTISCRIBE.
10. Use the Open command to read the text file from APPLEWORKS.
11. Once you have done this, you can then use

MULTISCRIBE to add special features to your text, and save the text and features as a MULTISCRIBE document file on the disk (Not as a ASCII file). Remember when you save a MULTISCRIBE file as an ASCII file, you lose the special features that you have created.

If you don't have a mouse, use these keys to use MULTISCRIBE.

Press ESC--Take you to menu bar at top of screen.
Press right and left arrows--Select a menu from bar.
Press up and down arrows--Select from the menu. Once you have highlighted a selection, press return to choose that selection.
Open Apple P--Print.
Open Apple S--Save.

These and other key commands are in the MULTISCRIBE manual

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MAKING IT WITH MEDIA

SUMMER EDITION 1988 AUGIE E. BEASLEY, MEDIA SPECIALIST

JUST WHAT YOU'RE LOOKING FOR

An orientation to the media center
A presentation on production techniques and ideas for projects
A basic lesson on the card catalog It includes transparencies and a couple of activities using the card catalog
A lesson on the READERS' GUIDE We have transparencies, a study guide, and a short general activity for reinforcement
A reserve cart of media for use by your class

AS THE REEL TURNS

Films will be ordered on a daily basis One day service will be given Requests must be made through the media specialist Forms are available in the media center for film requests Please include the media number, title, and primary and alternative dates when making the requests
Films will be delivered to your room
Please make sure films are returned to the media center on the day scheduled and noted on the film canister If you share a film with another teacher, please keep track of who has it If the films are not returned in time to make the courier pick-up, the teacher responsible will be expected to return the film to the IRC

MEDIA MATTERS

The media center will be open from 7 30-1 30 for student and teacher use
The media center will accept 2 classes at one time and/or small groups (3-5 students) on individual passes from your class A schedule for media center use is posted in the media office Please sign up in advance Passes are also available in the media center
Equipment will not be issued for entire session, but as needed for use in the classroom
Books from the regular collection will be checked out for one session to students Reference books will be checked out overnight only Encourage your students to return books on time

START SPREADING THE NEWS WITH A FEW OF THESE. . .

BOOKMARKS--BOOKLISTS

Create your own bookmarks or order some with library slogans from Library Upstart or similar publishers.

* Purchase an Ellison (letter press) bookmark dye and use your imagination.
* Make bookmarks available at circulation desk.
* Make personal ones for teachers to remind them of services.

Prepare booklists for students as well as teachers.

* Offer students attractive lists of new books, romance titles, mysteries, and science fiction selections. (These are usually asked for specifically.) Have available near circulation desk. Be sure to display in a manner that will catch the student's eye.
* For students use a single sheet of colored paper folded in half with a catchy cover and the titles listed inside. Prepare a separate list for the different subjects. Keep them short.
* Provide teachers with lists of new media, video updates, new courseware purchases, or subject bibliographies.
* Add pizazz with computer graphics and/or clip art.
* Compiling the booklists on the computer will make the job much easier and will afford you the ability to add and delete titles as needed.

BROCHURES

Orientation--Probably one of the easiest and most effective brochures to prepare is a single sheet folded in one of a variety of ways.

* Print on colored paper (Perhaps, a heavier grade could be used.)
* Offer an overview of policies and services.
* Keep the message short.
* Answer the questions most frequently asked by students. (Hours, passes, fines, length of check out for different types of materials, etc.)
* Include the names of the media staff.
* Use computer graphics and/or clip art.

Recruitment--Use this type of brochure to recruit parents/community volunteers or student media assistants.

* Create an attractive and catchy design.
* Print on colored paper.

* Use computer graphics and/or clip art.
* Include duties and responsibilities.
* Highlight rewards.
* Include name of media specialist(s) and name of school.
* Include plenty of space and vary size of lettering.
* Avoid handlettering.
* Distribute student brochures in homerooms, have available at circulation desk, classrooms, etc. Another good idea for high school recruitment is to send some to junior high media specialists in the schools that feed into the high school.
* Distribute parent/community brochures at PTA, openhouse, or with material sent home by students.

FLYERS/ANNOUNCEMENTS

Use to advertize special media events (National Library Week, Children's Book Week, bookfairs, author visits, media contests, etc.)

* Keep to one page.
* Use plenty of white space.
* Use large type.
* Keep message brief.
* Avoid handlettering. Use lettering devices.
* Attract the reader's attention with an attractive and catchy design.
* Include names of media staff. The school name should be included if distributed outside of school.

NEWSLETTERS

Parents

* Distribute at an openhouse, PTA, or in school mailings to parents at the beginning of the year.
* Highlight services available to students.
* Include information about hours and policies.
* Briefly explain media assistant program.
* Include names of media staff and school name.
* Use computer graphics or clip art.

Students

* May wish to publish 2 or 3 times a year.
* Highlight new materials.
* Could include a contest.
* Use humor--a cartoon or riddle is good.
* Keep items brief.
* A single sheet for students is best.
* Use computer graphics or clip art.

NOTE--If you don't produce a student newsletter, you may wish to include media information in the school newspaper. For a very large student body, this is probably the most practical way.

Faculty

* May wish to publish monthly, once a quarter, or once a semester.
* Provide samplings of new materials, services, etc.
* Add a little humor.
* Can be one sheet or several stapled together.
* Frequency will help to determine information included, format used, and length.
* Use computer graphics and/or clip art.

COMPUTER INFORMATION SHEETS-- May wish to distribute on a need to know basis. Information about copyright, courseware selection, new programs, location of computers, a computer quiz, etc. can be included.

CALENDAR OF EVENTS--Use the PRINT SHOP COMPANION to produce a calendar of events for faculty or students. Include media activities. Highlight famous events in history or famous birthdays (CHASE'S ANNUAL EVENTS and SCHOOL LIBRARY MEDIA ACTIVITIES MONTHLY are good sources for this type of information.). May want to include faculty birthdays in one designed for the faculty.

HANDBOOKS

Usually student handbooks are prepared for use with student assistants; however, if you wish to prepare one for all students (With a large student body, the student orientation brochure is usually a better choice.), the following areas may be included--Media Staff, Hours, Program Goals, Philosophy, Overview of Services, Role of the Media Staff, Resources and their Use, Rules of Conduct and Policies, Floor Plan, and Information on Check Out of Materials. Use the computer to produce for ease in changing information as needed, and design an attractive cover.

Teacher handbooks may be produced for each teacher or made available to departmental chairpersons with copies available for check out by individual teachers from the media center. Copies could also be placed in the teachers' lounge. In addition to the above information which is listed for inclusion in the student handbook, the teacher's handbook should include copies of the various forms used by the media center (Ex.--Request for library use, film requests, recommendations for purchase, planning sheets, etc.). You may wish to include information on writing research papers. This could be helpful for new teachers. Information concerning skills teaching/planning should also receive a clear explanation. Scheduling of the media center for use should be covered. If you do not accept classes with a substitute, be sure to include this information.

NOTE--You may wish to bind teacher handbooks and design a clever cover for them. A pocket and card is recommended for check out purposes.

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THE EAST MECKLENBURG MEDIA CENTER

MEDIA SPECIALISTS

MR. BEASLEY
MRS. FOSTER
AND
MRS. PALMER

MEDIA ASSISTANT

MRS. MCDONALD

HOURS: 7:00 AM-3:00 PM/**PASSES:** REQUIRED EACH PERIOD

CHECKING OUT MATERIALS

BOOKS: TWO WEEKS CHECK OUT WITH TWO WEEKS RENEWAL

REFERENCE: ONE CLASS PERIOD OR OVERNIGHT--CHECK OUT AT END OF 7TH PERIOD

MAGAZINES: *(BACK ISSUES)* ONE CLASS PERIOD OR OVERNIGHT--CHECK OUT 7TH PERIOD

OVERDUE FINES: .05 PER DAY/REGULAR BOOKS
.10 PER DAY/OVERNIGHT MATERIALS
.50 PER DAY/LITERARY CRITICISM

(DON'T FORGET SECURITY SYSTEM IN USE!)

MEDIA SERVICES CAN HELP YOU

COPY MACHINE/MICROFICHE PRINTER--.10 PER PAGE
TYPEWRITERS/COMPUTERS/LAMINATING MACHINES
PUNCH COIL BINDING MACHINE/VISUAL MAKER FOR SLIDES
ELLISON LETTER CUTTING PRESS/ALPHALINE LETTERING

(NEWSROOM)

NORTHSIDE MEDIA CENTER

DOGGONE

Do you have a dog for a pet? Even if you don't, you will love these stories about dogs.

SOUNDER by William Armstrong
BOY ALONE by Reginald Ottley
OLD YELLER by Fred Gipson
BIG RED by Jim Kjelgaard
OPISLE FACE by Zachary Ball
THE GREYHOUND by Helen Griffiths
WHERE THE RED FERN GROWS by Wilson Rawls
HURRY HOME, CANDY by Meindert De Jong

HAPPY HAPPENINGS

How would you like to be a SUPER READER? Well, there is a way you can become one. On your next trip to the library, ask me for a super reader sheet. If you read five books and fill out this sheet before the next newsletter, you will become a SUPER READER and receive a SUPER READER BADGE. I have one in our display case so you can see the award. Try to win a badge!!!

IT'S A STRIKE

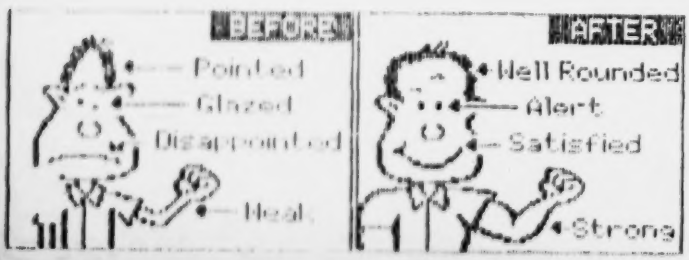
Get ready for the baseball season! Whether you want to improve your playing or become the "expert" on baseball, these books are guaranteed to help. Just SLIDE into the library and STRIKE OUT with one of them!

BATS AND BALLS by Beman LORD
HANG TOUGH, PAUL MATTHER by Alfred Slote
HARD DRIVE TO SHORT by Matt Chrisopher

I was a ninety pound weakling both mentally and physically until I read my first book! Now look at me, I'm a hunk!

WANTED...

a boy or a girl to read a book. We don't care your name or how old you are. Please just come by the library and read a book. Some of our books haven't been read or even held for a long me. We're beginning to think nobody wants them, even though the stories are really good. At least come, pick one up, and leaf through the pages. If you do, we think you'll want to take one with you. Please don't wait too long....plesse, please, please.



Prepared by Martee Myers, Rock Hill, S.C.

BITS AND BYTES

COMPUTER INFORMATION SHEET
EAST MECKLENBURG MEDIA CENTER 6800 MONROE ROAD
CHARLOTTE, NORTH CAROLINA 28212

TO BYTE OR NOT TO BYTE

The computer age is here, but some of us haven't taken the byte yet. With all the paper work which educators have, the computer is literally an answer to our prayers. Try a word processing program to type a report or paper, and you will not need to type the paper over to make a few simple changes. Word processing will allow you to modify the text over and over with no effort at all. A data base will help you with lists of information. Again, modifying the lists is a simple process. Use the computer to generate a test or keep track of student grades. Why not give it a try? You will wonder why you didn't take the byte sooner. Remember that the media center has the following word processing programs available for use by students and staff--APPLEWORKS, APPLEWRITER, BANK STREET WRITER, AND PFS WRITE.

REMEMBER--A notebook is available in the media center with the ADVISORY LISTS which are developed by the State Department of Public Instruction. These lists offer recommendations for purchase of computer software as well as other materials.

MECC COURSEWARE

A Preview Center for MECC products is located at the Media and Technology Services Department (Villa Heights Center). To arrange a time for previewing MECC courseware, contact Kay Liner at 331-9083 ext. 18 to assure computer availability and/or personnel on hand for assistance.

KEYS TO COMPUTER USE

On an Apple computer, which key would you use to do the following:

1. Reboot or stop a program
2. Use to indicate the end of a line and cause the cursor to move to the beginning of the next
3. Use to get out of some programs
4. Use to get upper case letters
5. Use for making corrections in writing programs

Answers (1. Reset 2. Return 3. ESC 4. Shift 5. Delete)

SEPTEMBER

1988

SUN	MON	TUE	WED	THU	FRI	SAT
				1 MEDIA EXHIBIT AT PARK CENTER 8:00-3:00	2 CHRISTA MCAULIFFE BIRTHDAY	3
4	5	6 MEDIA ADVISORY COMMITTEE MEETING IN MEDIA CENTER 2:45 P.M. (BRING MEDIA LISTS)	7 BUDDY HOLLY BIRTHDAY	8	9	10
11	12 REQUESTS FOR FIRST MEDIA ORDER OF THE YEAR DUE!	13	14 ORIENTATION SESSION FOR STUDENT TEACHERS MEDIA CENTER 2:45 P.M.	15 AGATHA CHRISTIE BIRTHDAY	16	17
18	19 MAYFLOWER DAY	20	21 EXHIBIT OF LETTERING TOOLS MEDIA CENTER COME VISIT DURING PLANNING PERIOD--GOODIES WILL BE SERVED!	22 BIRTHDAY OF THE ICE CREAM CONE	23 AUTUMN BEGINS	24
25	26 T.S. ELIOT BIRTHDAY	27	28	29	30 ASK A "STUPID" QUESTION DAY	

HAVE A GREAT YEAR WITH MEDIA!

SELECTED BIBLIOGRAPHY OF SOURCES
TO HELP
SPREAD THE NEWS

CLIP ART SOURCES

A.A. ARCHBOLD
P.O. Box 49657
Los Angeles, CA 90049

CAROL BRYAN IMAGINES
1000 Byus Drive
Charleston, WV 25311

HARTCO COMPANY
170 West Pearl Street
West Jefferson, OH 43162

LEI, INC.
RD 1, Box 219
New Albany, PA 18833

LINWORTH PUBLISHING, INC.
P.O. Box 14466
Columbus, OH 43214
(Instant Art--$6.95)

SOURCES OF INFORMATION ON NEWSLETTERS/MEDIA PUBLICATIONS

Beach, Mark. EDITING YOUR NEWSLETTER: A GUIDE TO WRITING, DESIGN, AND PRODUCTION. Portland, Oregon: COAST TO COAST BOOKS, 1982. (2934 N. E. 16th Avenue, Portland, Oregon 97212)

Butler, David. "Lighten Your Newsletter with Laughter," THE BOOK REPORT, May/June 1986, p. 20.

Butler, David. "Lo-Cal Ho-Hos," THE BOOK REPORT, May/June 1988, p. 19.

Dietrich, Donna. "Excerpts from a Handbook for Student Aides," THE BOOK REPORT, November/December 1987, p. 13.

Edsall, Marian S. PRACTICAL PR FOR SCHOOL LIBRARY MEDIA CENTERS. New York: Neal-Schuman Publishers, Inc., 1984. (Chapter 7--"Roll the Presses")

Franklin, Linda Campbell. PUBLICITY AND DISPLAY IDEAS FOR LIBRARIES. Jefferson, North Carolina: McFarland & Co., 1985. ("Library Newsletters," pp. 193-197)

"Handbooks in Brief," THE SCHOOL LIBRARIAN'S WORKSHOP, January 1986, pp. 1-4.

Hauge, Mary. "The No-Time, No-Energy, No-Money Newsletter," THE BOOK REPORT, January/February 1984, pp. 22-25.

"Publicity With a Professional Flair," THE SCHOOL LIBRARIAN'S WORKSHOP, June 1986, pp. 1-4.

White, Jan V. GRAPHIC IDEA NOTEBOOK: INVENTIVE TECHNIQUES DESIGNING PRINTED PAGES. New York: Watson-Guptill, 1980.

White, Jan V. MASTERING GRAPHICS. DESIGN AND PRODUCTION MADE EASY. New York: R.R. Bowker, 1983.

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